

MULTIMEDIA



UNIVERSITY

STUDENT IDENTIFICATION NO

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# MULTIMEDIA UNIVERSITY

## FINAL EXAMINATION

TRIMESTER 2, 2019/2020

### BMK1814 – PRINCIPLES OF MARKETING

(All sections/ Groups)

28 FEB 2020  
9:00AM-11:00AM  
(2 Hours)

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#### INSTRUCTIONS TO STUDENTS:

- a. This Question paper consists of 2 pages with 5 Questions only (excluding the cover page).
- b. Please answer **ALL** questions. All questions carry equal marks and the distribution of the marks for each question is given.
- c. Please print all your answers in the Answer Booklet provided

**QUESTION 1 (20 MARKS)**

(a) Marketing control involves evaluating the results of marketing strategies and plans and taking corrective action to ensure that objectives are attained. How do organizations carry out marketing control?

(10 Marks)

(b) You are presenting a workshop on the requirements for effective segmentation. Briefly describe the five items that will help your audience understand your topic.

(10 Marks)

**QUESTION 2 (20 MARKS)**

(a) What are consumer products? What are considered as consumer products?

(10 Marks)

(b) Identify the four characteristics that affect the marketing of services.

(10 Marks)

**QUESTION 3 (20 MARKS)**

(a) MNC Sdn. Bhd. Is planning to come out with a new product range. What are strategies that can be taken for the new product pricing?

(12 Marks)

(b) What are the factors to be considered for channel design decision?

(8 Marks)

**QUESTION 4 (20 MARKS)**

(a) Define and discuss the five promotion mix tools for communicating customer value.

(10 Marks)

(b) What are the factors changing the face of today's marketing communications?

(10 Marks)

**Continued...**

**QUESTION 5 (20 MARKS)**

(b) What is direct and digital marketing? What are the benefits of direct and digital marketing to buyers & sellers?  
(10 Marks)

(b) What is social media marketing? What are the advantages and challenges of social media marketing?  
(10 marks)

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